

# Progress At Fingertips Thru Electrical Magic

Flip a switch and a rocket soars into space . . . a machine starts milking a cow . . . a computer begins reading data at a rate that would enable it to polish off "Gone With The Wind" in 20 seconds

It is the unlimited power and versatility of electricity that makes possible the wonders of our age and puts them at your fingertips.

But as exciting as today's machinery and gadgetry may be, the best is yet to come.

Imagine selecting a steak by calling the market with a picture phone which lets you view the entire meat display from your kitchen. To order the steak you select, you simply insert a punched dialing card into an electronic machine. In fact, you can order your entire grocery needs with similar cards. To pay your meat and grocery bill you simply dial the bank, push buttons to indicate the amount and the store's code number and the remainder of the transaction is done automatically.

Buttons will control a myriad of things in tomorrow's world. As another example, consider reading the latest best seller by simply dialing the library with the picture phone. The book will be projected on a screen in your living room and you turn the pages by pushing buttons.

Housework will be equally easy, done by a robot maid. A self-moving appliance with a variety of telescoping arms, fingers, brushes, suction tubes, optical and audio receivers built into its anatomy will do the whole job. On your signal, the robot will glide from the storage closet and begin dusting, vacuuming, scrubbing and all of the other chores, all worked out on a preprogrammed schedule.

### New Motor Methods

It looks now as though your car of the future will get its power from an electric storage battery or fuel cell. These

will be little noise and no fumes. For the out-of-town trips you turn the car over to the electronic driver — and the vehicle standing a cable hooked in the middle of the traffic lane will take you to your destination electronically.

Electronic industry leaders emphasize that their predictions are not mere figments of free-wheeling imagination. Rather, they are based on responsible reports by scientists, inventors, industrial specialists and technical editors.

These reports also forecast similar electrical progress that will benefit business, education and medicine.

### Research Efforts

To ensure progress, the electrical industry spends more than \$2.5 billion annually for research. Manufacturers of electrical machinery, equipment and appliances employ one-fourth of all engineers and scientists engaged in research and development work in all American industry.

Extensive research is also credited with reducing the cost of producing electricity. This cost reduction has benefited the consumer. In the past 25 years, while the cost of living has doubled, the average price of electricity to residential users has been cut by more than 40 percent.

As a result of its low cost and its abundance, electricity produces over 90 percent of all energy used to power production machinery in the United States.

In Central Eastern Pennsylvania, electricity is leading the way to new heights of progress and prosperity. Kilowatt-hour sales last year for Pennsylvania Power & Light Company surpassed 1965 by about 10.5 percent—actually well above the level of increase for the entire electric utility industry in the U. S.

PP&L's high growth rate can be attributed to two factors: 1. The continued high level of industrial production in the

Company's service area augmented by the many new industries opening plants—there was a net gain of 143 plants in 1966—and by the expansions of existing firms. 2. The low level of the Company's rates and the resulting excellent customer acceptance of electric heating and electric cooling for homes, apartments, businesses, institutions and industrial plants.

The Company in the last five years has had ten rate reductions, bringing savings to PP&L customers of over \$15 million a year.

## E'town. Lvstk. Dealer Consents To P&S Order

H. Eugene Gish, livestock dealer, Elizabethtown, has consented to a U. S. Department of Agriculture order to pay promptly for livestock.

USDA Judicial Officer Thomas J. Flavin, in a cease and desist order issued March 24, directed Gish to pay when due for livestock.

The action resulted from a complaint issued in February

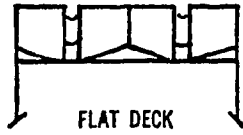
by the Pockets and Stockyards Division of USDA's Consumer and Marketing Service.

In answering the complaint, Gish admitted USDA's jurisdiction, neither admitted nor denied the charges, waived a hearing, and consented to the issuance of the cease and desist order.

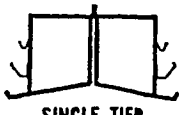
P&S Division officials explained that the order — like a permanent court injunction — is designed to insure continued compliance with the P&S Act.

# THINKING CAGES?

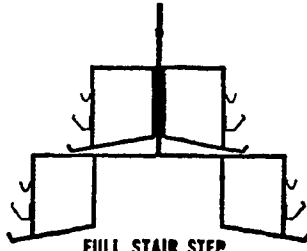
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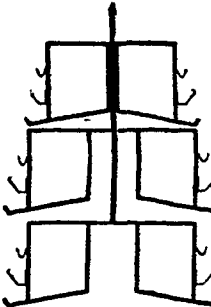
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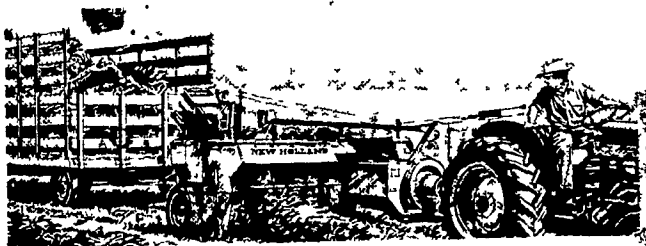
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